

## CONTRACT



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

And:

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

<u>Contract / Revision</u> 485107 /		<u>Alt Order #</u> 06228768
<u>Product</u> AMERICAN CROSSROADS		
<u>Contract Dates</u> 10/16/12 - 10/22/12		<u>Estimate #</u> 693
<u>Advertiser</u> American Crossroads NV		<u>Original Date / Revision</u> 10/16/12 / 10/16/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	KVVU	10/22/12	10/22/12	TMZ	730-8p		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$675.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	TMZ	730-8p	M-----	:30		\$675.00	NM		
		See MG 10.2										
	2	KVVU	10/22/12-10/22/12	TMZ	M-Sa 8-10p/Su 7-1M	-----	:30		\$675.00	NM		
		Ⓜ MG for 10.1 10/22										
N 12	KVVU	10/17/12	10/17/12	TMZ	730-8p		:30			NM	3	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1----				1	\$675.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	TMZ	730-8p	---W-----	:30		\$675.00	NM		
		See MG 12.2,12.3,12.4										
	2	KVVU	10/22/12-10/22/12	Special Early News	Special Early News	M-----	:30		\$1,025.00	NM		
		Ⓜ MG for 21.1,12.1										
	3	KVVU	10/18/12-10/22/12	Friends	M-F 12:05-1:05a	M---ThF----	:30		\$100.00	NM		
		Ⓜ MG for 21.1,12.1										
	4	KVVU	10/18/12-10/22/12	Friends	M-F 12:05-1:05a	M---ThF----	:30		\$100.00	NM		
		Ⓜ MG for 21.1,12.1										
N 21	KVVU	10/16/12	10/16/12	Fox 5 News at 5	5-530p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$550.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	Fox 5 News at 5	5-530p	-Tu-----	:30		\$550.00	NM		
		See MG 12.2,12.3,12.4										
E 41	KVVU	10/22/12	10/22/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	11	\$9,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$380.00			

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**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

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<u>Advertiser</u> American Crossroads NV		<u>Original Date / Revision</u> 10/16/12 / 10/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	FOX 5 News 5-6am M-F	5a-6a	M-----	:30		<del>\$380.00</del>	NM		
			See MG 41.2,41.3,41.4,41.5,41.6,41.7,41.8,41.9,41.10,41.11,41.12									
	2	KVVU	10/22/12-10/22/12	FOX 5 News 5-6am M-F	5a-6a	M-----	:30		\$450.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	3	KVVU	10/22/12-10/22/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a	M-----	:30		\$725.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	4	KVVU	10/22/12-10/22/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M-----	:30		\$700.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	5	KVVU	10/18/12-10/18/12	Special Early News	Special Early News	----Th----	:30		\$450.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	6	KVVU	10/17/12-10/17/12	Fox 5 News at 5	5-530p	---W-----	:30		\$950.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	7	KVVU	10/17/12-10/17/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	---W-----	:30		\$1,025.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	8	KVVU	10/22/12-10/22/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	M-----	:30		\$1,025.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	9	KVVU	10/19/12-10/19/12	Special Early News	Special Early News	-----F----	:30		\$450.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	10	KVVU	10/18/12-10/18/12	BB League Championships	1pm-8pm	----Th----	:30		\$3,250.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	11	KVVU	10/17/12-10/17/12	More M-F 9-10a	M-F 9a-10a	---W-----	:30		\$280.00	NM		
	Ⓜ		MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1									
	12	KVVU	10/17/12-10/17/12	Katie	M-F 11a-12p	---W-----	:30		<del>\$450.00</del>	NM		
	Ⓜ		See MG 41.13									
	13	KVVU	10/17/12-10/17/12	Anderson	M-F 11a-12p	---W-----	:30		\$450.00	NM		
	Ⓜ		MG for 41.12 10/17									
<b>Totals</b>											65	\$38,905.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	65	\$38,905.00	\$33,069.25
<b>Totals</b>	65	\$38,905.00	\$33,069.25

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 6228768 TRF# 485107 REP: TEL# 610-293-4100 FAX# 610-225-1191  
 \$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT16/12 14.52  
 ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* KVVU-TV \*\*\*  
 \*\*CHANGES\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/AMER. CROSSROADS REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN  
 66 CANAL CENTER PLAZA, SUITE 555 SALES PRSN PH- TERESA DIFURIA  
 ALEXANDRIA, VA 22314

ORDER # \_\_\_\_\_ CONTRACT # 6228768 CLASS: NATL. LOCAL REGIONAL  
 PRDCT AMERICAN CROSSROADS EST#693 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES OCT16/12 OCT22/12 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT16/12 14.52

REP: TO ROSE  
 FR NIKKI  
 O'D M11 AND M12  
 SEE LINES 89-91  
 TOTAL SAME  
 PLS CNF THANKS

STA:  
 CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
11	S		730P-800P	30		\$675.00	10/22	10/22	0		MON	0
PROGRAM : AVG. ALL WKS<												
89	A		930P-1000P	30		\$675.00	10/22	10/22	1		MON	1
PROGRAM : TMZ												
ORD COM1: TP CHG DUE TO THE DEBATE. PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR OCT22 ON LINE-11 FOR 1 SPOT/WK												

AGENCY ADVERTISER CODE =  
 AGENCY PRODUCT CODE =  
 AGENCY EST# = 693

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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13	S		730P-800P	30		\$675.00	10/17	10/17	0		WED	0
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PROGRAM : AVG. ALL WKS<												
22	S		500P-530P	30		\$550.00	10/16	10/16	0		TUE	0

PROGRAM : AVG. ALL WKS<												
90	A		730P-800P	30		\$1,025.00	10/22	10/22	1		MON	1

PROGRAM : SPECIAL NEWS AFTER DEBATE ORD COM1: SPOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT16 ON LINE-22 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT17 ON LINE-13 FOR 1 SPOT/WK												
91	A		105A-135A	30		\$100.00	10/18	10/22	2		TH-F,M	2

PROGRAM : EXTRA ORD COM1: SPOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 90-91												
--	--	--	--	--	--	--	--	--	--	--	--	--

STATION MAKEGOOD OFFERS:												
M11	OK'D	BUY#11	MISSED: MON/730P-800P	OCT22		30S	\$675.00				(OCT12/12)	
			OFFER: MON/930P-1000P	OCT22		30S	\$675.00				PLS ADVISE.	
CMT: TP CHG DUE TO THE DEBATE. PRE-BOOKED PLS APPROVE.												

M12	OK'D	BUY#22	MISSED: TUE/500P-530P	OCT16		30S	\$550.00				(OCT16/12)	
		BUY#13	WED/730P-800P	OCT17		30S	\$675.00					
			OFFER: MON/730P-800P	OCT22		30S	\$1,025.00				PLS ADVISE.	
			& TH-F,M/105A-135A	OCT18(2/WK)		30S	\$100.00					
CMT: SPOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.												

OCT/12	38905.00	CONTRACT TOTAL	38905.00
		TOTAL SPOTS	65

MARKET TOTALS \$243,156 KVVU 16% KSNV 31% KLAS 41% KTNV 11% KVMY 0% KVCW 0% CABL 0%  
 KTUD 1%

HEAVY NBWS AND OLDER SKEWING PRIME AND SPORTS PURCHASED

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE